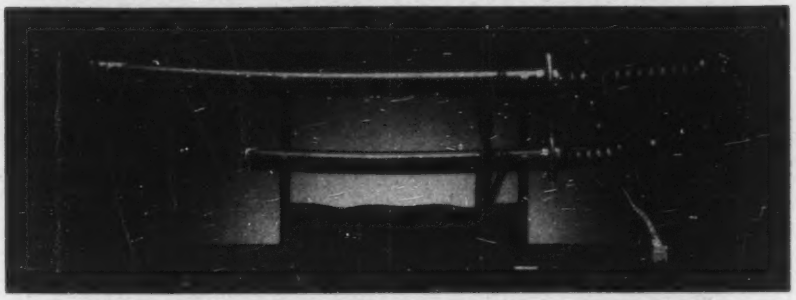
C1750-

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 14

IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



Competition for ratings in the radio business is like war. Everybody fights for the same 100 points. And one thing the *winners* have in common is the ability to plan and execute a successful strategy. This year The Research Group honors the management of thirteen of our client stations by electing them to the rank of Master Class Strategist. Each management team has proven itself worthy of this recognition by its outstanding performance in strategic achievement.

MASTER CLASS STRATEGISTS 1985-86

KBPI, Denver
KEGL, Dallas
KFBK, Sacramento
KMJ, Fresno
KYNO, Fresno
WEZN, Bridgeport
WGKX, Memphis
WSSH, Boston
WSYR, Syracuse
WWSW, Pittsburgh
WYAY, Atlanta
WXYV & WCAO, Baltimore

SAMURAI STRATEGISTS 1985-86

CFUN
Vancouver, BC

The Research Group

Radio's Strategic Research Team

METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY • SEATTLE, WA 98101 • (206) 624-3888

BETHESDA MD 20814
4520 EAST-WEST HWY **SAMPLE
CONGRESSVL INFO SRV
SRI ACQ
20814SRI AT850I ZMZ

55th Year 1986
The Ubiquitous Satellite

Vol. 111 No. 2

Broadcasting Jul 14

Daytime horse race
Satellites '86 Special Report
Mulholland in at TIO

HORSE RACE □ Daytime ratings race among ABC, CBS and NBC heats up. **PAGE 31.**

GOODWILL GAMING □ Officials at Turner Broadcasting are upbeat on Goodwill Games, although ratings have been lower than expected and company is expected to lose $15 million. **PAGE 33.**

NEW HEAD □ Former NBC executive Robert Mulholland to take over at Television Information Office. **PAGE 35.**

CBS JOINS THE CROWD □ CBS announces plans for its Ku-band satellite newsgathering operation. **PAGE 35.**

FCC PETITION □ Minority groups, state and local officials ask FCC to delay must-carry decision and to hold en banc hearing. **PAGE 37.**

BUMP IN ROAD □ Talks between U.S. and Cuba over Radio Marti break down. **PAGE 38.**

SKY BIRDS □ Satellites continue to reshape the communications landscape. Birds are creating greater freedoms for network news operations and giving local stations the ability to expand their coverage, especially through the use of satellite newsgathering trucks. **PAGES 42-49.** A list of stations who own or are about to purchas satellite news trucks. **PAGE 50.** Program dis[illegible]urs find satellites are the way to go. **PAGE 51.** Private businesses and public relations companies are finding satellite technology an effective means of distribution and communication. **PAGES 54-55.** Launch failures causing readjustments by satellite companies. **PAGE 57.**

COMEDY PARADE □ Comedy vignettes in formats making resurgence on radio. **PAGE 58.**

GENERAL'S RIDE □ Chrysler to sponsor two CBS movies, one with George C. Scott reprising role of General Patton. **PAGE 59.**

FINE PRINT □ ATC releases details on initial stock offering. **PAGE 61.**

MIXED RESULTS □ CBS's second-quarter results reflect soft network economy. **PAGE 63.**

DRUG TALK □ 4A's sponsored campaign, NAB PSA's on drug abuse ready to roll. **PAGE 67.**

SECOND LOOK □ Appeals court says FCC may have been to hasty to send franchise fee disputes to state courts. **PAGE 68.**

BLUE NEWS □ Pornography commission recommends FCC ban "obscene" programing. **PAGE 69.**

ON TARGET □ ABC newsman's scoop on Gramm-Rudman decision by Supreme Court proves to be correct. **PAGE 70.**

RESEARCHER DEVELOPMENT □ Ellen Hulleberg's solid marketing and research background have brought her to the forefront in the rep business as president of McGavren Guild. **PAGE 87.**

INDEX TO DEPARTMENTS

Business	61	Datebook	28	In Brief	83	Programing	58
Business Briefly	18	Editorials	90	Journalism	70	Riding Gain	64
Cablecastings	10	Fates & Fortunes	83	Law & Regulation	68	Stock Index	62
Changing Hands	66	Fifth Estater	87	Monday Memo	24	Syndication Marketplace	60
Closed Circuit	7	For the Record	70	Open Mike	29		

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $85, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $90. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: Allied Broadcast Equipment 14 □ BAF Communications Corp. 48 □ Blackburn & Co., Inc. 66 □ Blair Entertainment 23 □ Blair Television 6 □ Broadcast Electronics, Inc. 27 □ C.B. Distribution Co. 25 □ Centro Corp. 45 □ Classified Ads 74-82 □ Colex Enterprises 19 □ Columbia Pictures Television 12-13 □ Continental Electronics 64 □ Daniels & Associates 70 □ Embassy Telecommunications 8-9 □ Ethereum Scientific Corp. Fourth Cover □ Fidelipac Corp. 22 □ Gabriel Awards 26 □ Group W Newsfeed 3 □ GTE Spacenet 43 □ Houston International Teleport 55 □ The IDB Communications Group, Ltd 56 □ H.B. La Rue, Media Brokers 69 □ MCA TV 4, 16-17 □ Motor Racing Network 65 □ Music Country Radio Network Third Cover □ National Gateway Telecom, Inc. 40 □ NPR Satellite Services 47 □ Panasonic Broadcast Systems 20-21 □ Professional Cards 73 □ The Research Group Front, Second Cover □ Cecil L. Richards, Inc. 67 □ Robert W. Rounsaville & Associates 68 □ Satellite Systems Engineering, Inc. 54 □ Services Directory 72 □ South Star Communications, Inc. 51 □ Syndicast Services 30 □ Television Videotape Satellite Communications 46 □ USTV 39 □ World Events Productions, Ltd. 11

dena, Calif.

Sept. 21-24—Sixth annual conference of *National Association of Telecommunications Officers and Advisers*, affiliate of National League of Cities. Hershey hotel, Philadelphia. Information: (202) 626-3250.

Sept. 23—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Sept. 23—*Wisconsin Broadcasters Association* sales seminar. Civic Center, Eau Claire, Wis.

Sept. 23-25—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*. Jacob Javits Convention Center, New York. Information: (203) 964-0000.

Sept. 23-28—*Women in Communications* national professional conference. Sheraton Center, New York.

Sept. 24—*Wisconsin Broadcasters Association* sales seminar. Radisson hotel, Oshkosh, Wis.

Sept 25—*Wisconsin Broadcasters Association* sales seminar. Sheraton hotel, Madison.

Sept. 25-27—*National Religious Broadcasters* South central regional convention. Memphis.

Sept. 27-30—*Minnesota Broadcasters Association* fall convention. Speaker: Eddie Fritts, president, National Association of Broadcasters. Cragun's conference center and resort, Brainerd, Minn.

Sept. 28-30—*New Jersey Broadcasters Association* 40th annual convention. Golden Nugget Casino hotel, Atlantic City, N.J.

Sept. 29-Oct. 4—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 30—Deadline for applications to Ohio State Awards program competition, sponsored by noncommercial *WOSU-AM-FM-TV Columbus, Ohio*. Information: (614) 422-0185.

Sept. 30-Oct. 2—*Mid-America Cable TV Association* 29th annual meeting. Hyatt Regency at Crown Center, Kansas City, Mo. Information: (913) 841-9241.

Sept. 30-Oct. 2—Montech '86, sponsored by *Institute of Electrical and Electronics Engineers*. Montreal Convention Center, Montreal. Information: (514) 374-7000.

October

Oct. 1-2—*Association of National Advertisers* cooperative advertising conference. Hyatt Regency Crystal City, Arlington, Va.

Oct. 2—*Women in Cable, San Francisco chapter*, meeting. Topic: regulatory issues, state and federal. Blue Dolphin restaurant, San Leandro, Calif.

Oct. 2-3—Television and ethics conference sponsored by *Emerson College* and *National Academy of Television Arts and Sciences, Boston/New England chapter*. Marriott hotel, Copley Place, Boston. (617) 578-8615.

Oct. 3-5—*Missouri Broadcasters Association* fall meeting. Hyatt Regency hotel, Kansas City, Mo.

Oct. 5-8—*Women in Cable* fifth cable management conference. Among sponsors: Turner Broadcasting System. Atlanta.

Oct. 6-7—*Pratt Center for Computer Graphics in Design* seminar. Hyatt on Union Square, San Francisco.

Oct. 6-10—"Telecommunications for Modern India," first India-U.S. conference on telecommunications, sponsored by nonprofit group, India-U.S. Foundation. New Delhi. Information: Dr. Indu Singh, (202) 783-5030.

Oct. 7—Conference for journalists, "Chernobyl and After: Does Nuclear Power Have a Future?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 8—Conference for journalists, "The Oil Glut—Our Energy Future," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 8-10—*National Religious Broadcasters* Midwestern regional convention. Billy Graham Center, Wheaton College, Wheaton, Ill.

Oct. 8-12—*National Broadcast Association for Community Affairs* 12th annual convention. Sheraton-Washington hotel, Washington. Information: Mal Johnson, Cox Communications, (202) 737-0277.

Oct. 9-10—*Society of Broadcast Engineers, Pittsburgh chapter*, 13th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 12-14—*Illinois Broadcasters Association* convention. Galena, Ill.

Oct. 14-16—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis. Information: Sam Caputa, (314) 727-2160.

Oct. 15-17—*Indiana Broadcasters Association* fall conference. Holiday Inn Union Station, Indianapolis.

Oct. 16-17—*Broadcast Financial Management Association* board of directors meeting. Westin Crown Center, Kansas City, Mo.

Oct. 17—*Radio-Television News Directors Association* region 12 meeting with *Sigma Delta Chi*. Sheraton Center, New York.

Oct. 19-22—Intelevent '86, fifth annual conference on international telecommunications policy, sponsored by *International Televent*. Hotel Bayerischer, Munich. Sponsors include Finley, Kumble, Wagner; E.F. Hutton; Peat, Marwick, Mitchell & Co.; *International Herald Tribune*, and International Chamber of Commerce. Information: (202) 857-4612.

Oct. 20-22—*National Religious Broadcasters* Southwestern regional convention. Holiday Inn Holidome, Dallas-Fort Worth.

Oct. 21—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Oct. 21-23—*New York State Broadcasters Association* 32d annual meeting. Turf Inn, Albany, New York.

Oct. 22-23—*Ohio Association of Broadcasters* fall convention. Stouffer Dayton Plaza hotel, Dayton, Ohio.

Oct. 22-25—*National Black Media Coalition* annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

Oct. 23-25—*National Religious Broadcasters, Eastern chapter*, convention. Philadelphia Airport Marriott, Philadelphia.

Oct. 24—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Oct. 24-25—*Friends of Old-Time Radio* 11th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 246-2887 or (203) 795-6261.

Oct. 24-28—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 476-8606.

Oct. 26-27—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network*. Anaheim Marriott hotel, Anaheim, Calif. Information: Jeff Beaver, (405) 624-5191.

Oct. 26-29—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 28—Conference for journalists, "Illiteracy: How Big a problem? What Can Be Done?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 28-30—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Errata

In July 7 list of **television market-by-market rankings for May ratings sweeps, winner in Dayton, Ohio, should have been CBS with 79,** not tie between ABC and NBC with 68. And **winner in Utica, N.Y., should have been NBC with 25,** not ABC with 14.

□

Group W Productions has cleared *Hour Magazine*, not *PM Magazine* as reported in June 30 issue, **on 17 more stations,** to bring its total to 146. Recent clearances include KSTP-TV Minneapolis; WLKY-TV Louisville, Ky.; WLWT-TV Cincinnati; KSWO-TV Lawton, Okla.; KORC(TV) Anacortes, Wash., and WUTR(TV) Utica, N.Y. Last week it added KOMO-TV Seattle to bring its total to 146.

□

Carter Burden, principal in CRB Corp., which purchased WFAS-AM-FM White Plains, N.Y. ("In Brief," July 7), **is not son-in-law of CBS founder-chairman William Paley.**

□

Principals in seller of WWWZ-FM Charleston, S.C. ("Changing Hands," July 7) **include Cliff Fletcher and Dean Mutter, who will remain with station** as general manager and sales manager, respectively.

Open Mike

Differences

EDITOR: In the June 30 issue of BROADCASTING (in the article about the Donahue-Pozner simulcast), you refer to Mr. Pozner as a Soviet "commentator." Mr. Pozner is no more a "commentator" than TASS is a "news agency." In fact, he is a Soviet propagandist, cleared at the highest level to parrot only the official Soviet line. To suggest or believe anything else is not only naive, but dangerous.

What most vividly points out the difference between the Soviet system and our own (and which the American women, curiously, did not point out) is: at the end of the show, the American women (should they have wished to do so) were able to go into the streets to proclaim their belief that the President is a fool and should be voted out of office.

The Soviet women, on the other hand, were unable to do the same regarding their leader, Premier Gorbachev, for two reasons: 1) Mr. Gorbachev is appointed, not elected, and cannot be voted out of office; and 2) to call Mr. Gorbachev a fool would bring down on one's head a stiff jail sentence—or a quick trip to the Gulag—for revealing a state secret. (This last a current Soviet joke, pointing out that the Russians have a keen sense of humor, as well as a firm grasp on the reality of the terrible political system they are caught up in.)—*Vincent P.A. Benedict, general manager, WCAU(FM) Philadelphia.*

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 14

Vol. 111 No. 2

TOP OF THE WEEK

TV network revenues $6 billion in 1985; down 3%

Net revenues of the three television networks in 1985 came to $6,457,573,000 (after agency commissions), down 3% from 1984 (but comparison with that year is distorted because of the elections and Olympics). The numbers were gathered and processed by the Broadcast Financial Management Association, and are published exclusively by BROADCASTING.

A longer perspective on the most recent numbers shows a five-year compound annual growth rate of 9.9%, spread evenly over most dayparts. Leading the three-network revenue increase was news, which posted a five-year rise of 14.5%. Late night had the least growth; it inched ahead at 1.6% annually, below the five-year consumer price index growth of 4.3%. The four other dayparts—prime time, daytime, children's and sports—have all shown compound annual increases of close to 10% over the past five years.

In 1985, 47.6% of three-network revenue was earned in prime time. The next largest daypart was daytime, 19.1%; followed by sports, 16.3%; news 10.4%; late night, 4.2%, and children, 2.5%.

The BFM data are not edited numbers, but are collected by the accounting firm of Arthur Young & Co., which promises confidentiality to ABC, CBS and NBC. BFM plans soon to have 1985 combined station revenues for each of the top-10 markets. BFM network market data for 1980-84 were published in BROADCASTING's May 19 issue. The 1985 three-network total was within 3% of BROADCASTING's own estimates ("Top of the Week," May 5) which also broke out revenue and profit figures for each network.

Total 1985 television network revenues

(In thousands)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenues from client-supplied programing	$19,399	$0	$285	$0	$2,168	$0	$21,852
All other gross revenues from time sales	3,594,313	318,301	1,448,111	187,833	1,232,061	789,514	$7,570,133*
Total gross revenues from time sales	3,613,712	318,301	1,448,396	187,833	1,234,299	789,514	$7,591,985
Less advertising agency commission	540,962	46,793	215,839	28,106	184,676	118,036	$1,134,412
Total net revenues from time sales	3,072,750	271,508	1,232,557	159,727	1,049,553	671,478	$6,457,573

*Includes $41,339,000 in color insertion revenues reported by two networks.

Networks running neck and neck and shoulder in daytime

As competition heats up; ABC, CBS and NBC restructure schedules to gain advantage in ratings, demographics

For the first time in years, daytime programing on the three commercial television networks is a three-way contest. At the end of the second quarter (ended June 29), ABC and CBS were in a dead heat for first in household delivery, according to A.C. Nielsen, each with an average 6.1 rating and a 22 share. NBC was a competitive second with a 5.2/19. Compared to a year ago, NBC showed the greatest growth, 8%, while ABC was up about 3% and CBS was flat.

In key women demographics, ABC has maintained a lead over both CBS and NBC, but third-place NBC made some inroads against second-place CBS. In the women 18-49 demo for all but two weeks of the second quarter, ABC averaged a 5.9 rating, up 5% from a year earlier. CBS was off 5% in the same category, averaging a 3.6, enabling NBC to tie it in that demo, for a gain of 3%. In women 25-54, ABC was up 16% during the same period, averaging a 5.8. CBS held onto second place, climbing 8% to an average 4.0, while NBC was up 3% to an average 3.5. For women, 18-34, ABC was off 2% to a 6.4, while NBC was flat with a 3.9 and CBS was off 16% to a 3.2.

CBS's "As the World Turns"

All three networks will make programing moves in the months ahead in efforts to strengthen their daytime lineups. CBS will introduce a new half-hour soap opera in the first quarter of 1987. It's being created by William Bell and his wife, WBBM-TV Chicago newswoman Lee Phillip, and will be produced by their company, Bell-Phillip Television Productions. Bell created CBS's *Young and the Restless* which went on the air in 1973 as a half-hour show and was expanded to an hour seven years later. *Restless* is now the second-ranked daytime program; it averaged an 8.4/31 in the second quarter, second only to ABC's *General Hospital*, which scored a 9.3/30.

The CBS daytime programing vice president, Michael Brockman, said there has been no decision on whether the new soap will replace one in the network's afternoon serial block, or whether that block will be expended by a half-hour. That decision will be made early in the fall, he said. The most vulnerable show in CBS's four-program serial block is *Capitol* (2:30-3 p.m.), which is losing ground to both fifth-ranked *One Life to Live* on ABC and 11th-ranked *Another World* on NBC. *Capitol*, which has been on the air for five years (a relatively short time

Comedy making comeback on radio

Flurry comes from many sources for use in several formats but some see growth slowing

Comedy programing, which dotted the radio airwaves 50 years ago, has re-emerged as a growing number of music stations subscribe to short-form syndicated comedy packages, primarily for use in the morning-drive-time slot. The trend first surfaced with contemporary hit or top 40 radio stations, especially those that adopted the "Morning Zoo" approach. But the practice has since expanded to other formats, including adult contemporary, album-rock and country, with some stations having promotional tie-ins with local comedy clubs.

"There's no question that the desire for comedy among radio program directors is very strong," said Jeff Pollack, a Pacific Palisades, Calif.-based radio programing consultant. "It is critical to have solid entertainment on radio in the mornings, especially 'topical' humor," he said. "Comedy can make a good morning show a great morning show."

Gary Edens, president of Edens Broadcasting, Phoenix, concurs. "I think [short-form] comedy programing is terrific. The characters become part of the local station's staff," he said, noting that all of the company's six radio stations subscribe to comedy services.

Larry Berger, program director for Capital Cities/ABC's contemporary hit WPLJ(FM) New York, observed that "an absence of strong morning talent" in many markets is leading stations to seek outside assistance through syndicated comedy products.

In the past couple of years, several radio program production companies have delved into comedy in response to the mounting demand for highly produced, comedic programing. "Years ago, comedy was the last priority for station managers. However, in the past year that has changed dramatically," said Merrill Barr, managing partner of All Star Radio, Los Angeles-based comedy program producer and distributor.

All Star Radio offers stations eight "drop-in" packages, four of which feature the creative team of Ron Stevens and Joy Grdnic. In April, the company introduced *Mel Blanc's Blankity Blancs*, a series of over 500 comedy vignettes highlighted by a number of Warner Brothers cartoon character voices, such as Bugs Bunny and Sylvester the Cat, made fam-

ABC loves Liberty

In a sense, ABC paid $10 million to place first in both the weekly prime-time and evening news ratings races for the week ended July 6. The network acknowledged that it probably would not have done either without the big ratings boost provided by its special Liberty Weekend coverage that spanned four nights, July 3-6 (see box, page 59). It paid $10 million for the rights to that coverage which made the difference on three of its four nightly wins. It won Thursday, Friday, Sunday and one non-Liberty night, Tuesday. ABC's prime time average for the week was a 13.9 rating and a 27 share. NBC was second with an 11.9/23 and CBS was third with a 9.5/18. A year ago the ratings were: NBC, 11.7/23; CBS, 11.2/22 and ABC, 8.7/18.

With the exception of Olympics programing in 1984, ABC's victory in the evening news race for the week June 30-July 4 was the first since May 1982. The averages were: ABC, 9.9/22; CBS, 9.4/21, and NBC, 9.2/21. A year ago the news ratings were: CBS, 10.4/24, and ABC and NBC tied at 8.4/20.

The Liberty coverage also brought HUT levels up considerably for the week over a year ago, from 50.1% last year to 52.1% this year.

Liberty coverage also knocked *Cosby* and *Family Ties* out of first and second place, respectively, for the first time since April 7. *Cosby* fell to fourth place and *Ties* fell to ninth. NBC's summer sitcom, *Me and Mrs. C*, rebounded to eighth place with its third episode (Saturday, July 5), after debuting three weeks earlier at number five but falling to 18th in its second week.

ABC's Liberty Weekend coverage

As for the two new magazine shows, *1986* was up over the previous week, from 7.7/14 to 10.3/19, and *West 57th* was down, from 8.8/17 to 8.1/15.

Rank	Show	Network	Rating/Share
1.	Liberty Weekend '86 (Thurs.)	ABC	19.9/37
2.	Liberty Weekend '86 (Fri.)	ABC	18.4/42
3.	Rearview Mirror	NBC	17.8/30
4.	Cosby Show	NBC	17.4/34
5.	Golden Girls	NBC	16.6/35
6.	Growing Pains	ABC	16.5/30
7.	Who's the Boss?	ABC	16.4/31
8.	Me And Mrs.C.	NBC	16.0/31
9.	Family Ties	NBC	15.4/29
10.	Murder, She Wrote	CBS	15.2/30
11.	Liberty Weekend '86 (Sun.)	ABC	15.2/29
12.	60 Minutes	CBS	14.7/32
13.	Moonlighting	ABC	14.7/28
14.	Highway to Heaven	NBC	14.1/28
15.	Valerie	NBC	14.1/26
16.	Remington Steele	NBC	14.0/28
17.	227	NBC	13.8/31
18.	Cheers	NBC	13.8/26
19.	Spenser: For Hire	ABC	13.6/25
20.	Night Court	NBC	13.6/24
21.	Gimme a Break	NBC	13.4/26
22.	You Again	NBC	13.4/26
23.	Ellis Island, pt. 2	CBS	13.3/23
24.	Scarecrow & Mrs.King	CBS	13.2/24
25.	Amazing Stories	NBC	13.1/24
26.	Hotel	ABC	12.5/24
27.	Hunter	NBC	12.0/21
28.	Facts of Life	NBC	11.9/23
29.	First Steps	CBS	11.9/21
30.	Ellis Island, pt. 3	CBS	11.0/20
31.	Hardcastle & McCormick	ABC	10.4/20
32.	1986	NBC	10.3/19
33.	Alfred Hitchcock Presents	NBC	10.3/18
34.	Miami Vice	NBC	10.0/22
35.	Liberty Weekend '86 (Wed.)	ABC	10.0/20
36.	St. Elsewhere	NBC	10.0/19
37.	Monday Night Baseball	ABC	9.6/17
38.	Bungsey	NBC	9.4/20
39.	Statue of Liberty Dedication	NBC	9.3/17
40.	A Team	NBC	9.1/17
41.	West 57th	CBS	8.8/17
42.	Hardesty House	ABC	8.7/18
43.	Fantastic World of D.C. Collins	NBC	8.7/16
44.	Airwolf	CBS	8.6/18
45.	Simon & Simon	CBS	7.8/15
46.	Knight Rider	NBC	7.7/19
47.	Liberty Celebration	CBS	7.7/14
48.	Liberty Weekend '86 (Sat.)	ABC	7.3/16
49.	Scarlet Pimpernel	CBS	7.2/15
50.	Charlie & Company	CBS	7.2/14
51.	Foley Square	CBS	7.1/14
52.	Silver Spoons	NBC	6.8/15
53.	Crazy Like a Fox	CBS	6.7/13
54.	Twilight Zone	CBS	6.4/15
55.	Happy Endings	CBS	6.6/12
56.	Kissyfur	NBC	5.1/11

*indicates premiere episode

WGMB	WMXX Ocean Communications Inc., Georgetown, S.C.
KLQT	KOKE-FM Keymarket Communications of Texas Inc., Austin, Tex.
KWZD	WRRS B & D Inc., Hamlin, Tex.

Existing TV's

WWOR	WOR-TV MCA Broadcasting Inc., Secaucus, N.J.
KVIH-TV	KMCC Marsh Media Inc., Clovis, N.M.

Grants

Call	*Assigned to*
	New AM's
KZOI	Donald A. and Sharon E. Wiedman, Johnstown, Colo.
WKZD	Georgia Mountains Communications Inc., Murrayville, Ga.
WPVG	Boonsboro Radio, Boonsboro, Md.
	New FM's
*KGNI	University of Northern Iowa, Mason City, Iowa
KLQS	Jai Rene Washington, Arroyo, N.M.
KQIK-FM	KQIK Ltd., Lakeview, Ore.
WSNV	Digby Anglin Solomon, Buffalo Gap, Va.
WKZG	Joseph (Don) Powers, Keyser, W.Va.
	Existing AM's
KUNA	KGOF Southern California Communications Corp., Indio, Calif.
WLUS	WDVH DAE Broadcasting Co., Gainesville, Fla.
WGTB	WKOJ Catholic Engineering Equipment Co., Hatiesburg, Miss.
KBLG	KOYN Big Sky Communications Inc., Billings, Mont.
WRTP	WRBX Leathers Enterprises Inc., Chapel Hill, N.C.
KZMX	KOBH Tracy and Valerie Bastian, Hot Springs, S.D.
WSDQ	WSVC Tollye Wayne Tittsworth, Dunlap, Tenn.
KWAS	KQIZ Wiskes/Aberis Communications, Amarillo, Tex.
WQWM	WKAU Martin Communications Inc., Kaukauna, Wis.
	Existing FM's
KMGN	KSOJ Northland Broadcasting Inc., Flagstaff, Ariz.
KOY-FM	KQYT Edens Broadcasting Inc., Phoenix
KQUS-FM	KWBO Demaree Media Inc., Hot Springs, Ark.
WBZD	WKDZ-FM WKDZ Inc., Cadiz, Ky.
KBVB	KTAP KTAP Radio Inc., Crete, Neb.
WMJV-FM	WRVH Tri-Valley Broadcasting Corp., Patterson, N.Y.
WKLX	WZKC Ontario Shore Communications Inc., Rochester, N.Y.
WPNC-FM	WKLX Ralph D. Epperson, Plymouth, N.C.
WMGF	WXIK Voyager Communications V Inc., Shelby, N.C.
KZMX-FM	KOBH-FM Tracy and Valerie Bastian, Hot Springs, S.D.
	Existing TV's
KTKA-TV	KLDH Northeast Kansas Broadcast Service Inc., Billings, Mont.
KWHB	KTCT KBJH Inc., Tulsa, Okla.

Services

AERONAUTICAL CONSULTANTS
TOWER LOCATION HEIGHT STUDIES
FAA NEGOTIATIONS
JOHN CHEVALIER, JR.
AVIATION SYSTEMS, INC.
28441 HIGHRIDGE RD. STE 201
ROLLING HILLS ESTATES, CA 90274
(213) 377-3449

FCC ON-LINE DATABASE
dataworld®
Allocation/Terrain Studies
AM • FM • TV • LPTV • ITFS
4827 Rugby Ave., Suite 200
Bethesda, MD 20814
(301) 652-8822 1-800—368-5754

301-731-5677 Complete Broadcast Facility Design & Integration
Harrison Systems Ltd.
1919 Annapolis Road Suite 411
Millersville Maryland 20144

Complete Listing Of:
UNUSED CALL LETTERS
Call Letter Systems
P. O. Box 13789
Jackson, MS 39236-3789
(601) 981-3222

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Moffet, Larson & Johnson, Inc.
(703) 841-0282

Completely Current – No Maritime Calls
AVAILABLE CALL LETTERS
WITH FULL APPLICATION KIT
RADIO INFORMATION CENTER
575 Lexington Avenue New York, NY 10022
(212) 371-4626

RAMTRONIX, INC.
Connector Supplier
to the Broadcast Industry
Kings/ITT Cannon
67 Jefryn Blvd. E.
Deer Park, N.Y. 11729
(516) 242-4700

Cornwall Associates Inc.
Professional Services to the Broadcasting & Production Industries in
Architecture
Interior Design
Technical Design
Construction Mgt.
(818) 351-5521

Stephen Raleigh Broadcast Services
Full Service Technical Consulting Specialists in Audio & RF Systems Facility Design & Installation
P.O. Box 3403, Princeton, N.J. 08540
(609) 799-4357

UNUSED CALL LETTERS
CALL
dataworld®
1-800—368-5754

INTREP
Vince Bellino
Vice President
(212) 916-0541
BROADCAST FINANCIAL SERVICES DIVISION
Specializing in Financial Consulting Services including:
- Equity/Debt Financing
- Debt Restructuring
- Customized Presentations

DON'T BE A STRANGER
To Broadcasting's 191,781* Readers
Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers.
*1982 Readership Survey showing 5.2 readers per copy

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,956
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,889	166	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.